

ORDER

FIRST COAST NEWS



A SANRETT COMPANY

WTLV-TV

Orders
 Order / Rev: 704386
 Alt Order #: 6261864
 Product Desc: YOHO/CONGRESS #1959
 Estimate: 1959
 Flight Dates: 08/06/12 - 08/13/12
 Original Date / Rev: 08/03/12 / 08/03/12
 Order Type: Political

Primary AE: Jorge Motta
 Sales Office: T-SF
 Sales Region: NAT

Agency
 Name: Dresner Wickers & Associates/ POL
 Buying Contact:
 Billing Contact:
 1819 Polk Street #373
 San Francisco, CA 94109

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser
 Name: Yoho T/ R/ Congress
 Demographic: A35+
 Product Codes: PL-US House Representative
 Priority: P-1
 Revenue Codes: DIR, GEN, POL

New Business Thru:
 Order Separation: 00:15:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/13/12	16	\$10,340.00	\$8,789.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	16	\$10,340.00	\$8,789.00	0.00
Totals	16	\$10,340.00	\$8,789.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jorge Motta			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WTLV-TV	32%	\$10,340.00
Market	100%	\$32,312.50

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	0%	\$0.00
WCWJ	0%	\$0.00
WJXT	23%	\$7,431.88
WJXX	15%	\$4,846.88
WTEV	30%	\$9,693.75

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	08/06/12	08/10/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	MTWTF--	:30	3	\$735.00	P-1	0.00	NM	3	\$2,205.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--		3				\$735.00		0.00			
E 2	WTLV	08/13/12	08/13/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	M-----	:30	1	\$735.00	P-1	0.00	NM	1	\$735.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	M-----		1				\$735.00		0.00			
E 3	WTLV	08/06/12	08/10/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	MTWTF--	:30	4	\$420.00	P-1	0.00	NM	4	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--		4				\$420.00		0.00			

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Advertiser: Yoho T/ R/ Congress
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 Estimate: 1959
 WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WTLV	08/13/12	08/13/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	M-----	:30	1	\$420.00	P-1	0.00	NM	1	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	M-----		1			\$420.00		0.00				
E 5	WTLV	08/06/12	08/10/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	MTWTF--	:30	2	\$550.00	P-1	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	MTWTF--		2			\$550.00		0.00				
E 6	WTLV	08/06/12	08/10/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	MTWTF--	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	MTWTF--		1			\$900.00		0.00				
E 7	WTLV	08/06/12	08/12/12	Olympic Late News Olympic Late News	CM	Various	MTWTFSS	:30	3	\$825.00	P-1	0.00	NM	3	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	MTWTFSS		3			\$825.00		0.00				
E 8	WTLV	08/13/12	08/13/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	M-----	:30	1	\$825.00	P-1	0.00	NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	M-----		1			\$825.00		0.00				
													Totals	16	\$10,340.00